

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claims 1-2 (cancelled)

Claim 3 (previously cancelled)

Claims 4-41 (cancelled)

Claim 42. (new) A method of receiving paging information at a wireless device, the method comprising:

receiving a page signal at the wireless device;

immediately displaying an advertisement at the wireless device in response to receiving the page signal;

waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed;

automatically displaying the paging information after waiting the predetermined period of time;

detecting a user selection to view the paging information;

displaying the advertisement at the wireless device in response to detecting the user selection;

waiting the predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information is not displayed; and

automatically displaying the paging information after waiting the predetermined period of time.

Claim 43. (new) A method as defined in claim 42, further comprising preprogramming the wireless device with the advertisement.

Claim 44. (new) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company logo.

Claim 45. (new) A method as defined in claim 42, wherein displaying the advertisement at the wireless device comprises displaying a company name.

Claim 46. (new) A method as defined in claim 42, wherein the paging information comprises a phone number.

01 Claim 47. (new) A method as defined in claim 42, wherein the paging information comprises a person's name.

Claim 48. (new) A method of receiving paging information at a wireless device, the method comprising:

programming the wireless device with a first length of time, a first advertisement associated with the first length of time, a second length of time, and a second advertisement associated with the second length of time, wherein the first length of time is different than the second length of time;

receiving first paging information at the wireless device;

displaying the first advertisement at the wireless device for the first length of time,

wherein the first paging information is not displayed during the first length of time;

displaying the first paging information after waiting the first length of time;

receiving second paging information at the wireless device;

displaying the second advertisement at the wireless device for the second length of time,

wherein the second paging information is not displayed during the second length of time; and

displaying the second paging information after waiting the second length of time.

Claim 49. (new) A method as defined in claim 48, wherein programming the wireless device with the first advertisement comprises preprogramming the wireless device with the first advertisement at at least one of a factory, an assembly facility, a wholesaler, and a retailer.

Claim 50. (new) A method as defined in claim 48, wherein the first advertisement comprises a company logo.

Claim 51. (new) A method as defined in claim 48, wherein the first advertisement comprises a company name.

Claim 52. (new) A method as defined in claim 48, wherein the first paging information comprises a phone number.

Claim 53. (new) A method as defined in claim 48, wherein the first paging information comprises a person's name.

Claim 54. (new) A method of receiving paging information at a wireless device, the method comprising:

receiving a paging information at the wireless device;

detecting a first user selection to view the paging information;

displaying an advertisement at the wireless device in response to detecting the first user selection;

waiting a predetermined period of time during which (i) the advertisement is displayed, and (ii) the paging information cannot be displayed;

automatically displaying the paging information after waiting the predetermined period of time;

detecting a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information; and

displaying the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

Claim 55. (new) A method as defined in claim 54, wherein the advertisement is preprogrammed into the wireless device.

Claim 56. (new) A method as defined in claim 54, wherein the advertisement comprises a company logo.

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Claim 57. (new) A method as defined in claim 54, wherein the advertisement comprises a company name.

Claim 58. (new) A method as defined in claim 54, wherein the paging information comprises a phone number.

Claim 59. (new) A method as defined in claim 54, wherein the paging information comprises a person's name.

Claim 60. (new) A wireless device comprising:

a housing;

a display attached to the housing;

a controller operatively coupled to the display; and

a receiver operatively connect to the controller, wherein the controller is programmed to

(i) receive paging information via the receiver, (ii) detect a first user selection to view the paging information, (iii) display an advertisement at the wireless device in response to detecting the first

user selection, (iv) wait a predetermined period of time during which the advertisement is displayed and the paging information cannot be displayed, (v) display the paging information after waiting the predetermined period of time, (vi) detect a second user selection to view the paging information subsequent to detecting the first user selection to view the paging information; and (vii) display the paging information without displaying the advertising information in response to detecting the second user selection to view the paging information.

CA Claim 61. (new) A wireless device as defined in claim 60, further comprising a non-volatile memory device operatively connected to the controller, the non-volatile memory device being preprogrammed with the advertisement.

Claim 62. (new) A wireless device as defined in claim 60, wherein the paging information comprises a phone number.

Claim 63. (new) A wireless device as defined in claim 60, wherein the paging information comprises a person's name.
